

ABSTRACT

A server searches a content information database for a piece of content viewed for example based on a viewing log obtained from a user by executing aggregation of data, extracts content tables associated with the content viewed for example, and counts appearance frequencies of the content tables by genre, performer, or keyword. Those genres and performers for example which are ranked high in appearance frequency are indicative of user preferences, so that those genres and performers are provided to a user as viewing support information or added-value information. The operation provides viewing selection information in which user preference is made apparent based on a user viewing log, and other added information.